

Rep Order# 6813893  
EC'd No

Ver# 1 Mod# 0 Status Partially Confirmed Traffic Order# 766665

Printed: 05/08/2012 2:21 PM

1 of 3

Last Received: 05/08/2012 12:46 PM  
Showing Buylines: All Lines

Station WUPW-TV TOLEDO, OH.  
Advertiser ( ) US CHAMBER OF CMRC  
Product US CHAMBER  
Estimate# 435  
Buyer Scott Kahn  
Phone#  
Fax#

Agency ( ) MEDIA AD VENTURES  
8136 OLD KEENE MILL ROAD, S#A-300  
SPRINGFIELD, VA 22152  
Agency C/P1/P2/E 106/120/435  
Flight Dates 05/07/2012 - 05/20/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --

SC=\*

-- REMARKS --

LN 8 1x Cops5/12 N/A - MG offer = 1x MLB 5/12 12:30-4P NCIR  
LN 11 1x 5/12 - MG PGM TP CHG LATE RUN NEWS  
LN 15 1x Clsr 5/12 NA - MG offer = 1x FX NWS SUN 5/13 NCIR  
LN 16 1x 5/12 - MG PGM TP CHG Seinfeld Late Run  
LN 17 1x 5/12 - MG PGM TP CHG FOX Delayed Broadcast  
LN 18 1x 5/13 PGM CHG = Leading Edge

--STATION ORDER COMMENTS--

LN 8 1x Cops5/12 N/A - MG offer = 1x MLB 5/12 12:30-4P NCIR  
LN 11 1x 5/12 - MG PGM TP CHG LATE RUN NEWS  
LN 15 1x Clsr 5/12 NA - MG offer = 1x FX NWS SUN 5/13 NCIR  
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LN 17 1x 5/12 - MG PGM TP CHG FOX Delayed Broadcast  
LN 18 1x 5/13 PGM CHG = Leading Edge

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M-F	10A-11A	MAURY POVITCH	:30	\$50.00	05/07-05/18	3	2	6	\$300.00	
	2	M-F	4P-5P	ANDERSON COOPER	:30	\$50.00	05/07-05/18	3	2	6	\$300.00	
	3	M-F	630P-7P	FOX TOLEDO NEWS @ 630PM	:30	\$60.00	05/07-05/18	3	2	6	\$360.00	
	4	M-F	7P-730P	THE OFFICE	:30	\$80.00	05/07-05/18	3	2	6	\$480.00	
	5	M-F	730P-8P	HOW I MET YOUR MOTHER	:30	\$80.00	05/07-05/18	3	2	6	\$480.00	
	6	M	9P-10P	HOUSE	:30	\$400.00	05/14-05/14	1	1	1	\$400.00	

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	7	TH	8P-9P	TDOL	:30	\$1,250.00	05/10-05/10	1	1	1	\$1,250.00	
	8	SA	8P-9P	COPS	:30	\$175.00	05/12-05/12	1	1	1	\$175.00	
	9	SA	630P-11P	NASCAR	:30	\$950.00	05/12-05/12	1	1	1	\$950.00	
	10	M-F	10P-11P	FOX TOLEDO NEWS @ 10PM	:30	\$175.00	05/07-05/18	3	2	6	\$1,050.00	
	11	SA	10P-1030P	FOX TOLEDO NEWS SATURDAY @ 10PM	:30	\$175.00	05/12-05/12	1	1	1	\$175.00	
	12	SU	10P-1030P	FOX TOLEDO NEWS SUNDAY @ 10PM	:30	\$175.00	05/13-05/13	1	1	1	\$175.00	
	13	M-F	11P-1130P	SEINFELD	:30	\$60.00	05/07-05/18	2	2	4	\$240.00	
	14	M-F	1130P-12A	THE OFFICE	:30	\$60.00	05/07-05/18	2	2	4	\$240.00	
	15	SA	5P-6P	THE CLOSER	:30	\$25.00	05/12-05/12	1	1	1	\$25.00	
	16	SA	1030P-11P	SEINFELD	:30	\$50.00	05/12-05/12	1	1	1	\$50.00	
	17	SA	11P-12A	HELL'S KITCHEN	:30	\$35.00	05/12-05/12	1	1	1	\$35.00	
	18	SU	1030P-11P	RYCHNOVSKY	:30	\$50.00	05/13-05/13	1	1	1	\$50.00	

## --REPORT TOTALS--

Report Totals: 54 / \$6,735.00

## --SALES MONTHLY TOTALS--

May 12: 54 / \$6,735.00

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Sales Totals: 54 / \$6,735.00

Station Totals: 54 / \$6,735.00

Lines not sent/rcvd/rtrn: 0 / \$0.00

**--COMPETITIVE--**

Market Totals	\$112,250	CATV	0%	WNCT	0%	WNWO	4%	WTOL	49%	WTVG	41%
		WUPW	6%								

**--COMPETITIVE COMMENTS--**

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11  
Demos RA35+

**-- CREDIT RISK --**

CASH IN ADVANCE